

THIS IS A
**WARNER
 BROS.**
Campaign

THE CAST

Detective Landers ROBERT DOUGLAS
Jo Ann Rice HELEN WESTCOTT
Andy ROBERT ALDA
Sheriff MONTE BLUE
Brad Clifton WARREN DOUGLAS
Nick RICHARD BENEDICT
Pete JOHN HARMON
Boylan JAMES FLAVIN
Capt. Mooney CLIFF CLARK
Landlady ESTHER HOWARD
Mrs. Webb SARAH PADDEN

PRODUCTION STAFF

Produced by Saul Elkins. Directed by Felix Jacoves. Written by William Sackheim. Photographed by Peverell Marley, A.S.C. Art Director, Hugh Reticker. Film Editor, Thomas Reilly. Sound by Stanley Jones. Set Decorator, George Southan. Makeup Artist, Perc Westmore. Music by William Lava. Orchestrations, Charles Maxwell. Assistant Director, Elmer Decker. Unit Manager, Don Page.

THE BILLING

WARNER BROS.	50%
<i>Pictures Presents</i>	5%
"HOMICIDE"	100%
<i>Starring</i>	
Robert DOUGLAS	Helen WESTCOTT
Robert ALDA	50%
Written by William Sackheim	10%
* * *	
Directed by Felix Jacoves	25%
A Warner Bros.	5%
First National Picture	1%



A Woman's Lips Touch It Off!

... VICIOUS KILLER WITH HIS BACK TO THE WALL!

... THE DEATH-SQUAD'S MANHUNTER MOVES IN!


***A BULLET-BLAZING SHOWDOWN THAT
 ROCKS THE SCREEN!***



Homicide

WARNER BROS. NEW THRILLER!

STARRING
 ROBERT DOUGLAS · HELEN WESTCOTT · ROBERT ALDA

DIRECTED BY FELIX JACOVES  WRITTEN BY WILLIAM SACKHEIM

This is Ad Mat 303 — 3 Cols. x 12 inches (498 lines)

Advertising

Publicity

Exploitation

Accessories

THE STORY (Not for Publication) Robert Douglas as Detective Landers suspects murder when the body of a transient ranch worker is found in a cheap Los Angeles hotel. Unable to be assigned officially to the case, Landers takes off on "vacation" and goes to the swank Glorietta Springs Hotel, a book of matches with that label having been found at the scene of the crime. Other clues are a bad hangman's knot and a saccharin pill. Here he meets the bartender, played by Robert Alda, and the cigarette girl, Helen Westcott. Following a tip from the latter, he goes to a nearby ranch where the "accidental" death of the owner had recently occurred. He finds a piece of telephone wire, tracks it back and finds it leads to Alda's room at the hotel. Shot at mysteriously, he barely manages to get back safely to the hotel himself. Next day he learns Alda is a diabetes sufferer, and promptly accuses him of the crime. The wires had been installed by Andy, an electrical expert, in order to operate his illegal racing wire service. He orders Alda to drive him to the police, but en-route, Alda swerves the car off the road, a terrific fight ensues in the desert with Douglas ultimately winning out to bring his prisoner to justice.

Running Time: 77 Minutes

**RELENTLESS MANHUNTERS
OF THE DEATH SQUAD
CRACK DOWN ON
GANGLAND'S
MURDER-
MOB!**



HOMICIDE



**A Woman's Lips
Touch Off The
Bullet-Blazing
Showdown!**

Warner Bros. Thriller!

STARRING
ROBERT DOUGLAS · HELEN WESTCOTT · ROBERT ALDA
DIRECTED BY **FELIX JACOVES**  WRITTEN BY **WILLIAM SACKHEIM**

←
*Good Ad
For A
Herald!*
←

Mat 302 — 3 cols. x 8 1/2 inches (339 lines)

Homicide Bureau Vs. The Mob!

HOMICIDE

WARNER BROS. THRILLER

STARRING
ROBERT DOUGLAS · HELEN WESTCOTT · ROBERT ALDA
DIRECTED BY **FELIX JACOVES**  WRITTEN BY **WILLIAM SACKHEIM**

Mat 202 — 2 cols. x 2 3/4 inches (76 lines)



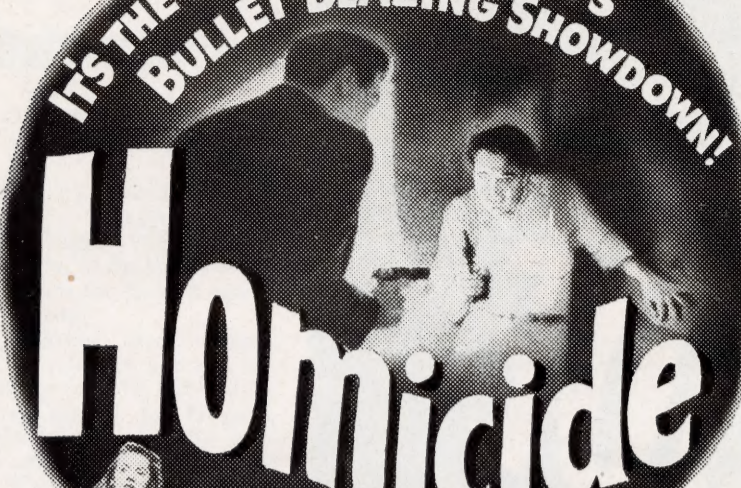
HOMICIDE

WARNER BROS. NEW THRILLER!

STARRING
ROBERT DOUGLAS · HELEN WESTCOTT · ROBERT ALDA
DIRECTED BY **FELIX JACOVES**  WRITTEN BY **WILLIAM SACKHEIM**

Mat 201 — 2 cols. x 2 inches (56 lines)

IT'S THE HOMICIDE BUREAU'S
BULLET-BLAZING SHOWDOWN!



Homicide

*She taught men
the facts of death!!*

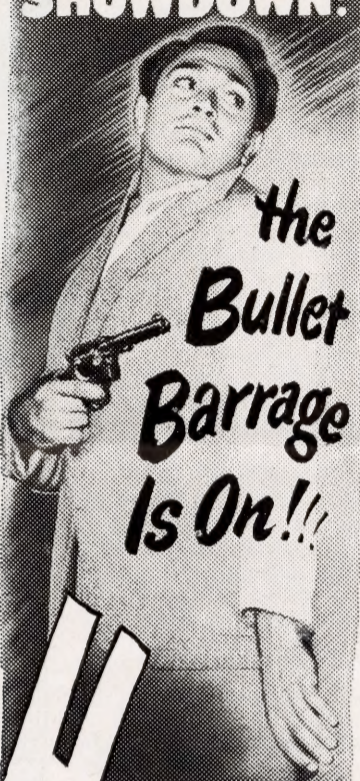
WARNER BROS. NEW THRILLER!

STARRING
ROBERT DOUGLAS · HELEN WESTCOTT · ROBERT ALDA

DIRECTED BY FELIX JACOVES WRITTEN BY WILLIAM SACKHEIM

Mat 203 — 1 col. x 4 7/8 inches (130 lines)

IT'S TIME FOR A
SHOWDOWN!




*the
Bullet
Barrage
Is On!!!*

HOMICIDE
BUREAU
VS.
THE MOB!

Homicide

*She
didn't
talk much
... only
enough
to kill!!*



WARNER BROS. NEW THRILLER!

STARRING
ROBERT DOUGLAS · HELEN WESTCOTT

ROBERT ALDA DIRECTED BY FELIX JACOVES

WRITTEN BY WILLIAM SACKHEIM

Mat 104
1 col. x 11 1/4 inches (157 lines)

CRACKDOWN
ON CRIME!



The
Homicide
Bureau
vs.
The Mob!

HOMICIDE

NEW THRILLER FROM WARNER BROS!

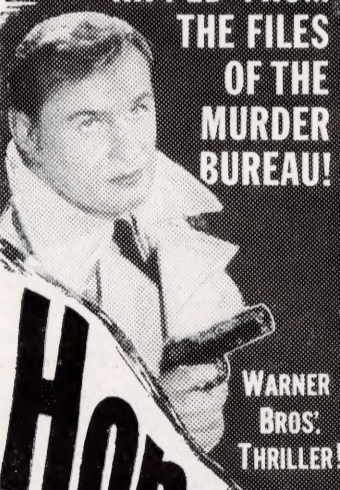
STARRING
ROBERT DOUGLAS · HELEN WESTCOTT

ROBERT ALDA DIRECTED BY FELIX JACOVES

WRITTEN BY WILLIAM SACKHEIM

Mat 103
1 col. x 6 5/8 inches (92 lines)

RIPPED FROM
THE FILES
OF THE
MURDER
BUREAU!



WARNER
BROS.
THRILLER!

Homicide

STARRING
ROBERT DOUGLAS

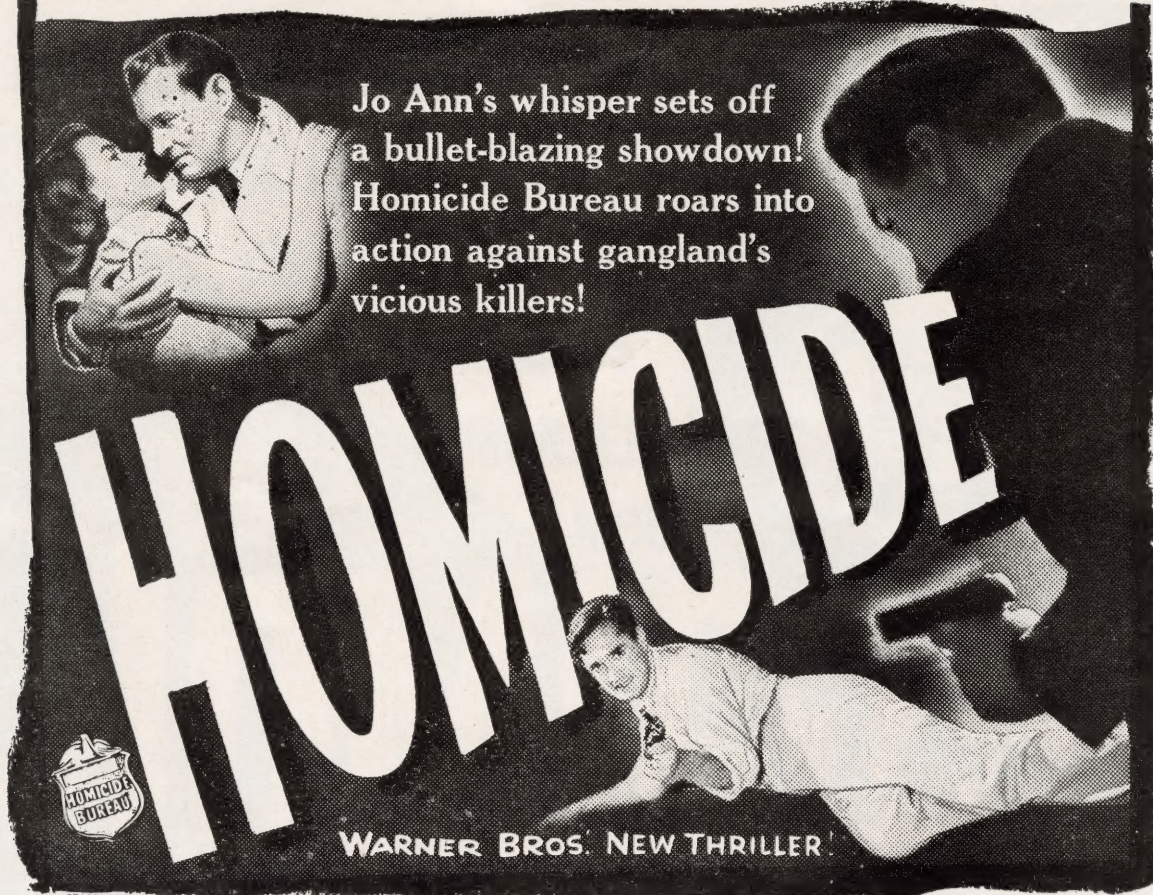
HELEN WESTCOTT · ROBT. ALDA

DIRECTED BY FELIX JACOVES

WRITTEN BY WILLIAM SACKHEIM

Mat 102
1 col. x 4 7/8 inches (67 lines)

SHE TEACHES MEN THE FACTS OF DEATH




Jo Ann's whisper sets off
a bullet-blazing showdown!
Homicide Bureau roars into
action against gangland's
vicious killers!

HOMICIDE

WARNER BROS. NEW THRILLER!

STARRING
ROBERT DOUGLAS · HELEN WESTCOTT · ROBERT ALDA

DIRECTED BY **FELIX JACOVES**  WRITTEN BY **WILLIAM SACKHEIM**

Mat 301 — 3 cols. x 6¼ inches (261 lines)

Both Ads On One Mat

Order Mat 101



STARRING
ROBERT DOUGLAS · HELEN WESTCOTT · ROBERT ALDA
DIRECTED BY **FELIX JACOVES**
WRITTEN BY **WILLIAM SACKHEIM**

1 col. x 2½ inches (38 lines)



STARRING
ROBERT DOUGLAS · HELEN WESTCOTT · ROBERT ALDA
DIRECTED BY **FELIX JACOVES**
WRITTEN BY **WILLIAM SACKHEIM**

1 col. x 1¾ inches (19 lines)

Latest Vitaphone Hits

"SO YOU WANT TO BE POPULAR" . . . Joe McDoakes, who was born unpopular and has been gaining ground ever since, has his personality overhauled in this hilarious reel.

5404 . . . Joe McDoakes Comedy — 10 min.

"HEART OF PARIS" . . . Paris, with its broad, tree-lined avenues, crossing and circling through a maze of fine buildings, parks and squares, is the subject of this fascinating two-reel Technicolor short.

5004 . . . Technicolor Special — 20 min.

"DAFFY DUCK HUNT" . . . Because of his kindness, Daffy Duck gets into some hazardous situations, but he effects his own laugh-provoking revenge.

5704 . . . Technicolor Cartoon — 7 min.

"SPORT OF MILLIONS" . . . Worldwide horse racing tour. Swift-gaited thoroughbreds and the cheering fans that make horse racing the most popular of saddle sports, are shown in race tracks in Los Angeles, Miami, Mexico City, Buenos Aires, Rio de Janeiro, Paris, Cairo and Calcutta.

5505 . . . Technicolor Sports Parade — 10 min.

Keep Selling the Industry

To Your Patrons!

Book the Latest Short in

"THE MOVIES AND YOU" series!

Retouched Ad Art Used In This Campaign Available As 8 x 10 Stills at National Screen.

(General Advance Story)

Romance—Murder Combo In 'Homicide' at Strand

A gripping detective story, "Homicide", starring Robert Douglas, Helen Westcott and Robert Alda, is the new feature attraction on the Strand screen, opening Friday.

The Warner Bros. drama, combining romance and murder, uncovers the tale of a fast-talking detective, played by Douglas, who solves a Los Angeles hotel murder. Alda, as a bartender and Helen Westcott as a cigarette girl, are the other leading characters in the mystery.

Douglas, who at the age of 22, produced, and for two years starred in, "Ten Minute Alibi" on the London stage, plays his third leading role since arriving

in Hollywood. His other pictures have been "The Decision of Christopher Blake" and "Adventures of Don Juan". He was signed to a long-term Warner Bros. contract when Jack L. Warner, on a visit to England was greatly impressed by the Douglas portrayal of a Naval officer in the Fredrick Lonsdale play, "But For the Grace of God". With six and one-half years in the British Navy he actually had plenty of real life experience for the role. For "Homicide", Douglas presents an entirely new change of pace.

Alda is back on the Warner lot which plummeted him to cinema fame as George Gershwin in "Rhapsody in Blue".

(Star Story)

Robert Douglas Heads Cast of Detective Film

Acting, as the best way to overcome shyness and to develop poise, is the opinion of Robert Douglas, Warner Bros. star, now appearing in "Homicide", which opens tomorrow at the Strand Theatre with Helen Westcott and Robert Alda. He points to his own personal experience as proof.

At the age of fifteen Douglas was blinded by the explosion of the gas generator of an old Italian car. For an entire year he could not see. Gone were his hopes of becoming a British Army Officer in the tradition of his family.

When Robert Douglas finally regained his sight he was a nervous youngster of sixteen, ill at ease with people. Finally Douglas' father grasped at the idea of a friend that dramatic school might be just what young Douglas needed to recover his poise.

Douglas was sent to the Royal Academy of Dramatic Art in London, the youngest student ever to be enrolled at the Academy.

During the first few months he wished he never had been enrolled for young Douglas had never thought of acting, had not shown the slightest interest in drama. It was agony to get up and read even a few lines.

Finally he was given a role in the Academy production of "School for Scandal". Somehow he got through the performance, and began to acquire a liking for acting.

At the end of two years at the Royal Academy, not only had Douglas' confidence been restored, but a new career had been opened for him. Within a few years he had established himself as a British stage favorite. Later leading parts in New York stage plays and British films followed. The Hollywood offer by Warner Bros. was next. He plays a detective in "Homicide."



"HOMICIDE", Warner Bros.' melodrama of a famed coast murder case, with Robert Douglas as a Los Angeles detective, and Helen Westcott, feminine interest, opens Friday at the Strand Theatre.

Still 706-603

Mat 706-2B

Two-Fisted Role For Warner Star

A rugged actor is Robert Alda. In practically all his screen roles to date, he has had to get beaten by the hero in the piece.

In "Homicide," the next Strand attraction, it is Robert Douglas, as a police lieutenant, who delivers the shellacking.

Alda is a die-hard fighter on the screen, but his fights haven't all been as rugged as in "Homicide." In "Cloak and Dagger" he had to defend himself from the Nazis. Then in "Nora Prentiss," Kent Smith floored him. In "Rhapsody in Blue" he had to beat his head against the wall to indicate he was suffering from headaches. They roughed him up too in "The Man I Love," and also in "The Beast With Five Fingers." That fight in "April Showers" with Jack Carson was also no tea party.

"After a while a fellow learns to roll with the other man's fists," Alda says. "But I still do bruise easily."



HELEN WESTCOTT

Still 706-HW5

Mat 706-1C

Monte Blue Pins Badge on Again

Monte Blue, famed star of silent films, is beginning to think he should run for the office of sheriff. When he started his role as the sheriff in Warner Bros.' exciting melodrama, "Homicide", he was on the side of law and order for the fourth time this year. He's been a sheriff in "Key Largo", a jailer in "Adventures of Don Juan" and an officer again in "South of St. Louis", western drama.



ROBERT DOUGLAS

Still 706-615

Mat 706-1A

Helen Westcott In 'Homicide'

Helen Westcott, now appearing with Robert Douglas and Robert Alda in "Homicide", now at the Strand Theatre, is the newest second-generation player to show up in Hollywood. She is the daughter of the late Gordon Westcott, who played many leads and character roles in films.

She has been before the public for a long time, in spite of her youth. In fact she played a cobweb in Warner Bros.' production of "A Midsummer Night's Dream", not long after she learned to walk a step.

Robert Douglas In Regal Honor

Robert Douglas, Warner Bros.' new star, now appearing in the vivid melodrama, "Homicide", opening Friday at the Strand Theatre, has for several years been among the favorite actors of the Dowager Queen Mary of England. When Douglas was starring in "Ten-Minute Alibi" on the London stage, the Queen saw the play three times, and on each occasion invited the star to have tea with her between acts.



SLEUTHING. Robert Douglas as a two-fisted detective sifts a crime down on his own time in the new Warner Bros.' drama, "Homicide", opening tomorrow at the Strand Theatre. Robert Alda, in a 'heavy' role, and lovely Helen Westcott are also in the film.

Still 706-28

Mat 706-2A

Played Same Role For Seven Years

Helen Westcott, rising Warner Bros. personality, now appearing in "Homicide", opposite Robert Douglas, worked for seven years as the drunkard's daughter in the long-run Los Angeles production of "The Drunkard", before entering films. It was done in the ten, twenty, thirty style which gave her valuable training in timing and characterization.



ROBERT ALDA

Still 706-304

Mat 706-1D

'HOMICIDE' OPENS TODAY

(Opening Day)

Two-fisted action fills Warner Bros.' new drama, "Homicide", starring Robert Douglas, Helen Westcott and Robert Alda, which opens today at the Strand Theatre. Particularly interesting is

Douglas' role, that of a fast-talking detective, a complete departure from his other film assignments. He has been seen as the father in "The Decision of Christopher Blake" and as a villainous Duke in "Adventures of Don Juan", but in "Homicide", he plays the part of a rugged detective bent on solving crime.



ROBERT DOUGLAS and HELEN WESTCOTT

Still 706-603

Mat 706-1B

'Homicide' Star Now Recognized

Robert Douglas, Warner Bros. star, began to worry during the initial shooting on his new picture, "Homicide", with Helen Westcott and Robert Alda, which comes soon to the Strand Theatre. No one paid any attention to the British actor on the set. Then he discovered the reason.

During the months he had been making "Adventures of Don Juan", Errol Flynn-Viveca Lindfors starrer, he always sported a black beard and evil-looking make-up for his role of the ruthless Duke de Lorca. Those who first met Douglas during the filming of that swashbuckling romance just didn't recognize the clean-cut actor when "Homicide" went before the cameras.

MERCHANDISE 'HOMICIDE' WITH

Use Picturequiz Idea In Newspaper, Lobby

IDEA IN BRIEF: Readers play detective, figure solutions from pictures and accompanying story captions. If used as contest, award prizes for most logical solutions. Art shown is available all on one mat.

Order Mat No. 706-501-X from National Screen Service Exchange.

STRAND THEATRE HOMICIDE PICTUREQUIZ The Case of the Tattooed Suicide

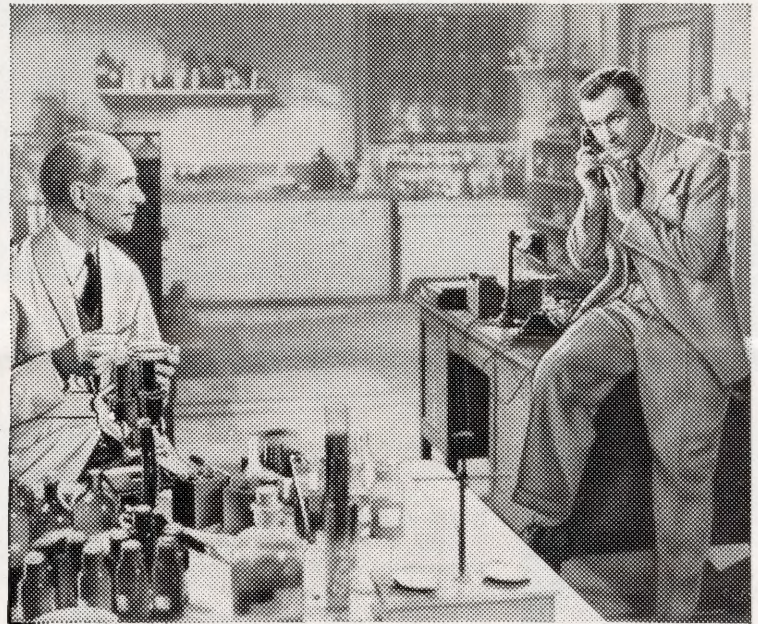
Cast from Warner Bros.' "Homicide"
Robert Douglas as "Lt. Landers" Robert Alda as "Andy"



1 Detective Lt. Landers of the Los Angeles Homicide Bureau investigates a "suicide" in a third-rate hotel. "Hung himself," is the Medical Examiner's matter-of-fact appraisal. Landers examines the rope used in the hanging, regards the crude knot with interest. "Poor devil!" he remarks. "An amateur's knot! No wonder he strangled to death, literally, by the inch!"



2 A tattooed Navy serial number on the dead man's arm identifies the victim as Brad Clifton, ex-Seaman 1st Class, U. S. Navy. The landlady's story is brief: "He checked in last night, paid a week's rent in advance. He didn't seem upset to me — like he was contemplating suicide." "Anybody else check in last night?" asks Landers. "Yes," she answers, "there was one other man — checked in shortly after Clifton. I put him in the room next door."



3 Search of the adjoining room discloses two clues. The first is a book of matches bearing the imprint of the swank nearby Glorietta Springs Hotel. The second clue, a small white pill, he takes to the laboratory for analysis. The technician's report comes as a surprise: "This pill is nothing but saccharin!"



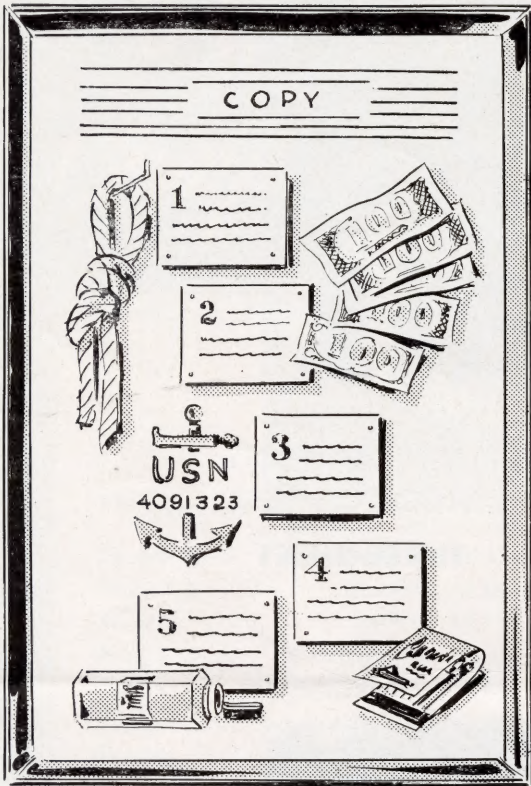
4 At the Glorietta Springs Hotel, Landers introduces himself to handsome bartender Andy. As they shake hands, Landers notices Andy's ring. "Army?" he asks. "Yes," the bartender explains, "Signal Corps — down in the South Pacific." "Tough," the detective comments. "Might have been worse," says Andy, "but I was lucky — medical discharge — I developed diabetes." Questioned about Clifton, Andy denies knowing him. "Now I know you're lying," says Landers. "You murdered Clifton!" *What clues aroused Landers' suspicions?*

PICTUREQUIZ SOLUTION

Detective Landers suspected Clifton's "suicide" was fake when he examined the knot used for the noose. He reasoned that Clifton, an ex-navy man, would naturally tie an expert nautical knot. When the matches led him to the Glorietta Springs Hotel, he met and suspected Andy when the latter revealed that he was a diabetic. This tied Andy to the saccharin pill found at the scene of the crime and he soon broke and confessed under questioning.

YOUR MOST SENSATIONAL SELLING!

Two Lobby Ideas



← "CLUE" DISPLAY

Window box on lobby wall or 40x60 out front.

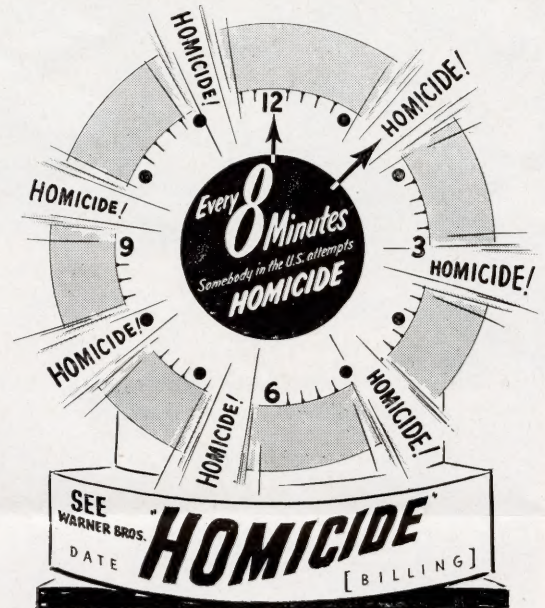
Look at These Clues!
They Solve an Important
HOMICIDE
See Warner Bros.
"HOMICIDE"

Exhibit features and identifies items as follows:

- The Clue of the Amateur Knot!
- The Clue of the Matches!
- The Clue of the Saccharin Pill!
- The Clue of the Five \$100 Bills!
(Stage Money.)
- The Clue of the Tattooed Serial Number!

GIANT CLOCK →

Rig up giant clock as suggested in cut, 8-minute intervals punched out with film's title. Buzzer sounds regularly.



Stunt Check-Off List

FIVE REAL HOMICIDE CASES...MATERIAL FOR NEWSPAPER FEATURE

(1) On a midsummer morning back in 1892, this double-homicide startled the citizens of Fall River, Mass. The victims were an elderly man and his second wife. The man's spinster daughter was arrested and tried for murder. She was eventually acquitted but not, however, before this singular jingle was composed in her honor:

"_____ took an axe,
Gave her mother forty whacks,
When she saw what she had done,
She gave her father forty-one."

(Answer: The Lizzie Borden Case).

(4) This homicide electrified New York on the night of November 4th, 1928 when the victim, a notorious gambler, was shot down in the corridor of a midtown hotel just twenty minutes after receiving a phone call that lured him to the mysterious rendezvous from Lindy's restaurant. Though the victim lived for two days, he refused to name his killer. Another New York gambler, McManus, was arrested and tried for the crime but was freed for lack of evidence. Officially the case remains unsolved to this day.

(Answer: The Arnold Rothstein Murder).

POLICE FILES DISPLAY

Small table carries regular office files, card in front reads: "HOMICIDE". Inside file, which is left open, are stacks of stills from the picture — ever see anyone who could resist picking up an 8x10 glossy?

ITEM FOR LOCAL COLUMNIST

Famous detectives are Sherlock Holmes (fictional), Nick Charles (fictional), Allan Pinkerton (real), Dick Tracy (fictional) — and of course Robert Douglas in HOMICIDE. Do the columnists' readers know any more?

LOBBY POLICE BROADCAST

In co-op tieup with Police Dept., rig lobby radio to police call wave length. Cop is stationed nearby to explain.

SCREENING FOR DETECTIVES

Asking newspaper to cover, run special screening for city's detectives, stopping film at crucial point to have sleuths write their version of ending.

(2) Two eighteen-year-old youths, both members of rich and prominent Chicago families, committed this "perfect murder" strictly for thrills, back in the Twinkling Twenties. Victim of the sensational homicide was a young school boy. The scholastic brilliance of the murderers (they were taking post-graduate courses at the University of Chicago) proved no equal match for the practical efficiency of the police who worked steadily away on the slimmest of clues — a broken eyeglass lens — until they cracked the case wide open only 10 days after the victim's body was discovered.

(Answer: The Loeb and Leopold Case).

(5) This shocking New York homicide occurred in 1926 when a Long Island art editor was killed by his wife and her devoted paramour who, until he wielded the lethal sashweight, had lived an unexciting existence as a corset salesman. Both wife and salesman were apprehended, tried and found guilty. The case earned its special claim to fame when a New York tabloid "sneaked" a news photo of the erring wife at the very moment of her electrocution at Sing Sing.

(Answer: The Ruth Snyder-Henry Judd Gray Case).

WEAPONS DISPLAY

Police Dept. lends actual homicidal weapons picked up in recent arrests and raids, placarded and displayed in lobby.

NEWSPAPER UNDERLINER

Copy line for spotting, run-of-paper:
Experts Said 'Accident!'
One Detective Said HOMICIDE!
Strand — Friday

LOBBY FINGERPRINTING

Police Dept. representative stationed in lobby fingerprints willing patrons. Nearby copy reads:

*Help Your Police Department To
Help You! Be Fingerprinted!*

GOOD SHOW FOR HERALDS

Look over the Ads, pick up suitable 3-column mat and print locally for wide herald distribution. Reverse side carries merchant co-op copy or a contest idea.

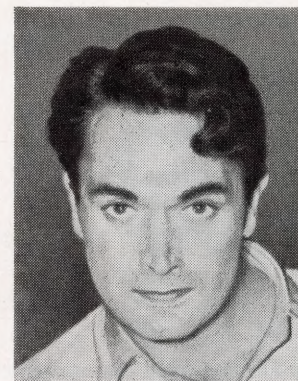
(3) This homicide occurred in September, 1922, but didn't hit its headline stride until the case was re-opened four years later due to pressure from an enterprising New York tabloid, claiming new evidence. The victims were a New Jersey clergyman and the pretty woman choir leader in his church. The highly respected wife of the murdered clergyman was tried for the crime and acquitted, but not before such oddities as the "pig woman," the earnest but slow-witted Willie Stevens, and the bucolic De Russey's Lane were familiar terms in every household in the nation.

(Answer: The Hall-Mills Case).

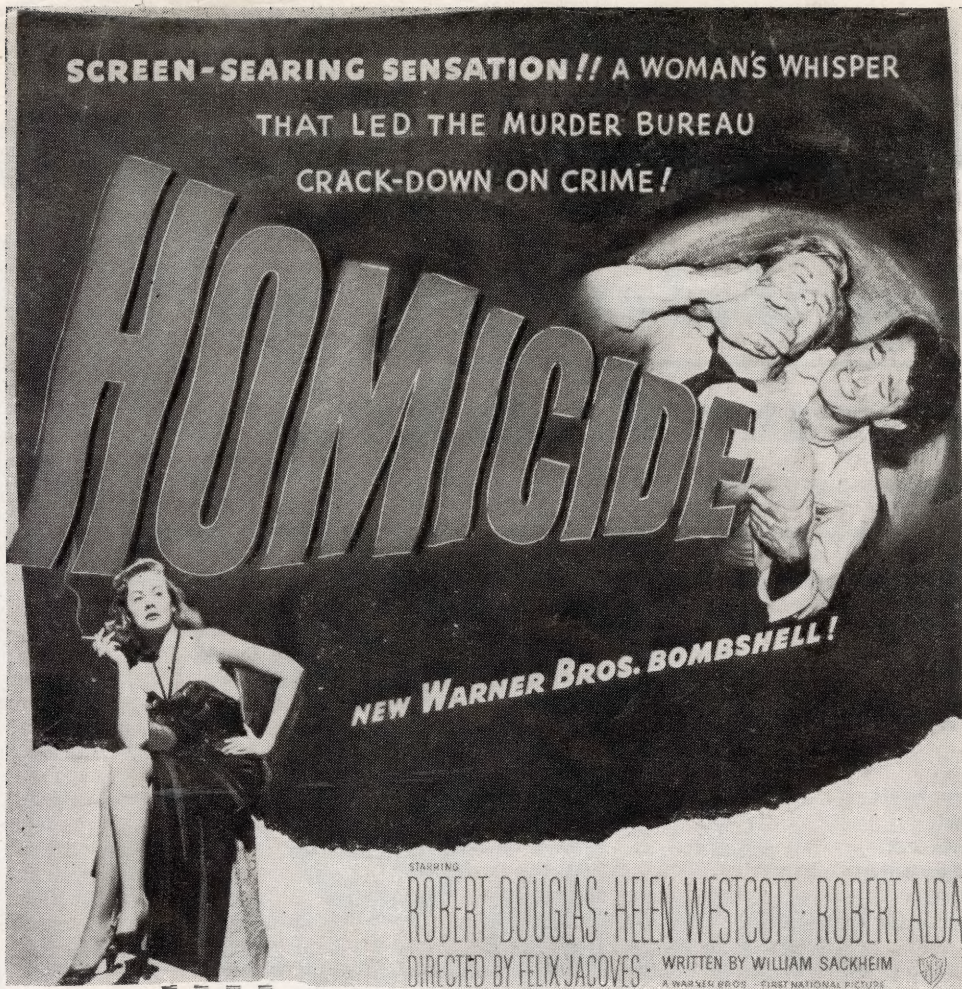
POSTER

Print locally — Spot all over town!
Still shown is 706-304—at National
Screen. Or pick up head from ads.

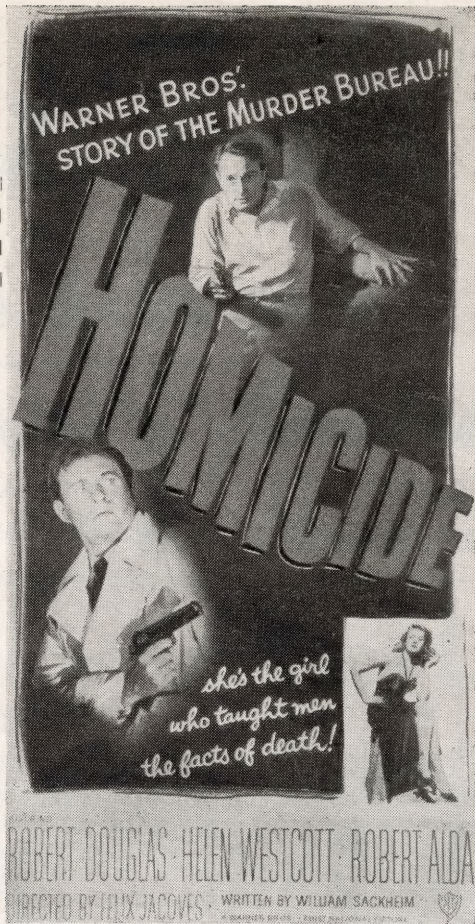
WANTED FOR HOMICIDE



If You See This Man
Call
(Theatre Phone No.)
Immediately!
(Description)

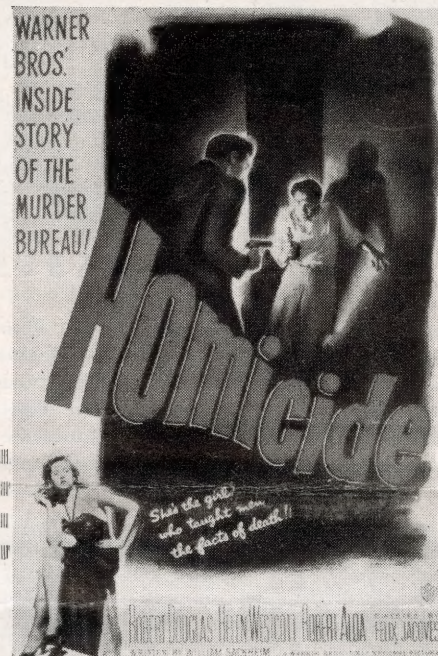


SIX-SHEET

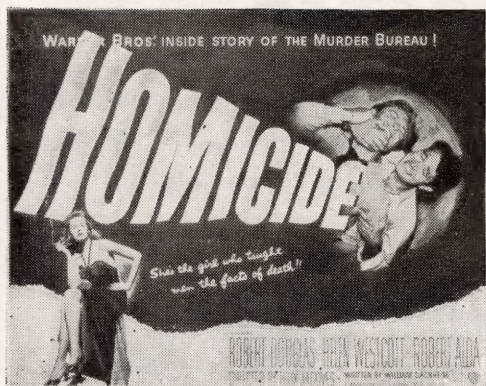


THREE-SHEET

**Order All Campaign Aids
From National Screen
Service Exchanges**



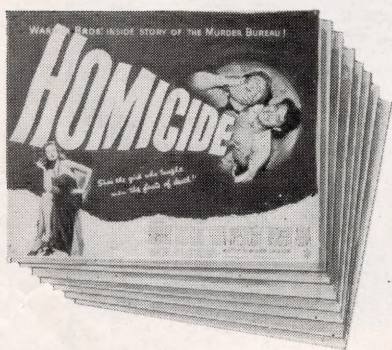
ONE-SHEET



COLORED 22x28 (1)



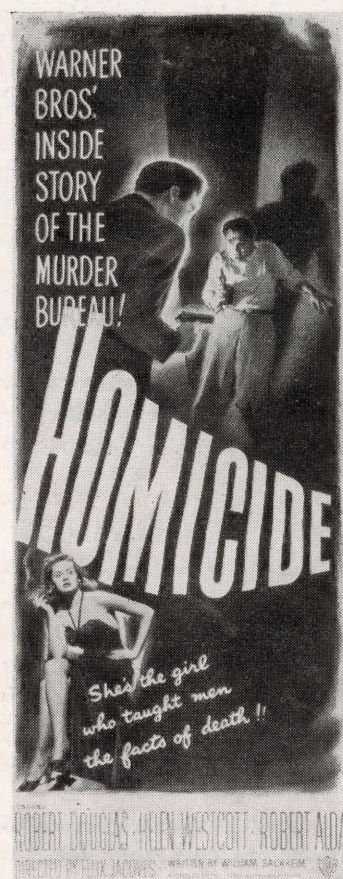
SLIDE



COLORED 11x14's
(Set of 8)



40x60



INSERT
CARD

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Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

MEDIA
HISTORY
DIGITAL LIBRARY 

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